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МОДЕРНИЗАЦИЯ НА ИКОНОМИКАТА – МАКРОИКОНОМИЧЕСКИ, ФИНАНСОВИ И СОЦИАЛНИ АСПЕКТИ

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На 6 и 7 ноември 2008 г. в Стопанска академия “Д. А. Ценов” – Свищов, факултет “Финанси” организира и проведе юбилейна международна научнопрактическа конференция на тема: “Модернизация на икономиката – макроикономически, финансови и социални аспекти”, посветена на 55 годишнината от създаването на факултета. Участие взеха представители на научната мисъл от осем държави, научни работници от СА “Д. А. Ценов”- Свищов и редица други висши учебни заведения в страната, докторанти, представители на практиката.

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SYNERGETIC MANAGEMENT CONCEPT - A FACTOR FOR PROMOTION OF THE WORK AND LIFE QUALITY

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Introduction

The dramatic nature of the increasingly intensified market development and the higher pressure of the competition produce a bigger focus to the customers' needs. In order to survive and to be successful, the enterprises must seek and apply new methods for problem solution.

The changes are inevitable and the enterprise leaders should constantly seek methods for extension of the flexibility of the business processes and for the reaction quickness to the variable customers' needs and the other interested parties. The survival and the further development and growth of the enterprises will depend on the choice of the management philosophy, concepts, programs and methods they will use.

The need for change of management paradigms

The new working conditions require intellectual preference instead of physical and financial resources in values creation, necessary stimulate changes in managers' minds and necessary changes in management practice, which is indispensable in the battle for competition maintenance. Some elements pointing the difference between the old and new economy characteristics are displayed in table 1.

The new economy characterizes with vast investments in the new working concepts and their methodology, than in the equipment. Particular characteristics in the new economy is the constant presence of changes in work development with improvement of the performances according to the needs of the entire progress of science, technology, customers needs, competition and the employees in the enterprise.

In order to survive in this era i.e. new economy, the enterprise must fulfill several terms, among which particularly are manifested:

- To be profitable
- To be constantly adoptable towards changeable conditions of the surroundings i.e. market
- To use and reproduce knowledge (knowledge of knowledge)

- To prefer IMSQ and permanently promote the quality
- To apply synergetic management concept

Table 1

Characteristics of new and old economy

Elements	'Old' economy	'New' economy
Organizational structure	Hierarchy Bureaucracy	Team setting
Production organization	Mass production	Flexible production
Key motive power of technology	Mechanism	Digital technology
Key motive power of Development	Capital/ labor	Innovations, Knowledge
Source of comparative priorities	Economic capacity	Innovations, Quality
Market performance	Individually	Organized
Types of working skills	Specialized working skills	Different skills
Relations: Managers – employees	Instructional	Cooperative
Interrelations	Neglected	Specially treated
Freedom in work discussions	Restricted	Free
Creation of working and non-working time	According to the needs and creatively limited	Organization, groups, creativity

Synergetic management concept

Synergetic management concept is a unique 'above integrative philosophy of company management' with a clear aim and culture, expressed through the following basic elements:

- leadership and participation
- Orientation towards the users and preference of the satisfaction of all interested parties,-users of the organization results
- constant improvement of the entire quality and aspiration for perfection
- constant learning of the employees
- applying of procession and system access in organization management
- Internal and external partnership and cooperation

- social responsibility that includes and surpasses obligation of the law and the rules
- virtuosity, where entity is more than a simple parts addition
- using the principles of the quality management
- tendency towards the users of the products/services and building mutually useful relations with the distributors
- making decisions based on facts and
- constant promotion of work quality

Acquisitions of synergetic management concept

Through the synergetic management concept, when the entity (IMS) from the separate integrated management systems, based on the principles of TQM is more than a simple part addition (separate systems), the following acquisitions are provided:

- leadership focus on the entire work in the organization
- balance of the opposed aims which are present in the partial management systems
 - elimination of opposed responsibilities and relations
 - avoiding of double expenses and restriction of the entire organization expenses
 - restriction of the risk and thus organization profit increasing
 - increasing of attachment, attention and devotion to correct leading and working of the managers and the employees at all
 - efficient realization of the daily operations excluding the first-class leadership, while the first-class leadership is getting more time for strategic activities
- more efficient and far cheaper possibility for adaption of the integrated management systems
 - Realization of the number of policies, procedures, documents and notes through their integration
 - saving time and money for research, verification, survey and valorization of the entire system i.e. IMS
 - cheaper and more efficient internal audit and preparations for IMS certification than the partial management systems
 - provision of IMS management control on a higher level than at the partial management systems
 - optimization of priorities, when one leadership representative is focused and obliged for more management systems with their own focuses and priorities

- Better and entire reception from the employees, less mutual conflicts and bigger motivation and satisfaction in work for setting mutual objectives and appliance of the same criteria for all the employees
 - communication improvement and mutual cooperation of the employees and interested parties
 - saving time and money for the training program which is unique for everyone and at the same time elimination of the employees confusions which can arise from the standard messages from the different quality management systems
 - increasing the confidence of the customers and developing positive image on the market and in the society

Management concepts and methods in realization of financial and economic profit

The principles of the synergetic management concept instruct that enterprise leadership can use it for improving of the performances of the entire activities, and improvement of the economic profit.

This concept allows the first-class leadership to confirm the needs, to plan the activities, to provide proper resources, to implement the activities of constant improvement, and measure the results for determination of the efficiency.

This allows taking decisions based on information whether related to commercial strategies determination, new products development or financial arrangements realization. The financial and economic profit, which can be realized with appliance of the synergetic management concept, with the choice and implementation of suitable managers' concepts and methods that enable success and stability in the organization, includes:

- optimization on available resources
- improvement of relations and building confidence and loyalty with the customers
- increased competition
- image improvement
- profit increase with optimization and limitation of the expenses
- investment refund improvement
- profitability improvement etc.

For realization of this and many other performances, the leadership is assigned constantly to search concepts and methods, and to apply those one related to specific organization needs according to the conditions, the weather and the changes.

The ability of valorization of the users (buyers, customers, contributors etc) is a key determinant of the business results and the identifi-

cation and choice of the management concepts and methods which are the most promising in aspect of business results improvement, and at the same time can be observed from four aspects:

- planning (defining policies, structures and procedures which enable a higher values delivery than their competition)
- process (ability for production and realization of the products and increase of the customers value)
- management and synchronization of resources for efficient process realization in accordance with the customers' needs (organization and synchronization in providing the needed resources)
- supervision of entire process activities, for maximization of the created values (identification and elimination of the defects, errors, bad quality, increased expenses and the limitation, customers need and suggestions etc)

With these and many other performances, the synergetic management concept, through the possibility for connection and use of relevant factors through synthesis of the basic principles and methods of particular approaches, presents dynamically adoptable and constantly liable promotion concept, taking into account the empiric concepts in the management science and high performance organizations.

Conclusions

Today the synergetic management concept of IMS which is based on TQM concept is considered as the best multidiscipline management system for long-lasting and dynamic organization development, which objective is to be the best in its field.

This can be achieved because different development models of the organization and the management are used in it, reception of various management philosophies, principles and cultures, and synergy of managers' concepts, methods and high performances use.

Its contribution is seen through:-perception of synergetic apply of new and advanced approaches in management theory and practice, and especially on the management based on total (entire) quality (TQM) and the processes, and also:

-understanding of harmonized business strategies, organizational structure and cooperative culture helped by actual concepts and methods, that leads to increase of competition, efficiency and effectiveness.

Thus, the synergetic management concept of quality, which according its composition ensures the quality of the total internal and external company work on the one hand and on the other hand constantly promotes

the entire quality management, is the best way for domination of the organization on the global market.

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